

Purnima K.P.

EXECUTIVE PROFILE

A highly self motivated, dedicated and innovative individual who is focused on carrying the responsibilities of the position of Commercial Head and take the organization to the path of sustainable growth.



KEY ABILITIES

- Guest Experience
- Sales and Marketing
- Hotel Pre-Opening
- Budget Management
- Revenue Optimization
- Product development
- Training & Team Management
- Effective communication skills
- Team Player

CONTACT INFORMATION

Mobile Phone: +971 (0)50 625 2137

Email Address: purnimaskp@gmail.com

Present Address: (Dubai): Al Barsha 1, Dubai

EDUCATION HISTORY

Professional Courses Attended:

- B.A Economics - First Class from Mumbai University
- Sales for Front Line Staff Part I & II conducted by the MHA (International Sales and Management Consultant)
- Service Leadership conducted by Crowne Plaza Resort
- Professional Selling - Accor Hotels
- Yield and Revenue Management -Accor Hotels
- Handling complaints for Managers - Accor Hotels
- Critical Creative thinking - Accor Hotels
- Coaching - Movenpick Hotels and Resort
- Revenue Optimization - Movenpick Hotels and Resorts
- Emotional Intelligence - Movenpick Hotels and Resorts

PERSONAL REFERENCES

Can be provided upon request

I hereby state that all provided information is true and correct to the best of my knowledge.

Purnima

Purnima K.P.

EXPERIENCES

*Director of Sales and Marketing - Millennium Airport Hotel Dubai
5th January 2019 till date
Title: Director of Sales and Marketing Reports to: General Manager*

Position Summary: Identifies, develops, and maintains property Sales and Marketing objectives, Hotel Budget ,plan, and programs in accordance with the hotel's mission statement. Heading Sales, Marketing, Meetings and Events Sales. Responsible for achieving total hotel annual budget, forecasting, STR positioning and Guest Experience.

Tasks and Competencies:

- Managing Sales, Marketing, and Meeting and Events Sales
- Overseeing the commercial management of 341 rooms
- Building and positioning of the hotel and identifying the right segmentation mix
- Finalizing the rate structure and other revenue related strategies along with the Revenue Manager.
- Responsible to build and deliver Marketing and Sales plans.
- Developing design of new programs and campaigns which will result into additional sales from various market segments and F&B sales
- Expertise in conducting competitor analysis and keeping in par with market trends to achieve desired results
- Hands-on experience in creating and sustaining a dynamic environment that fosters the development opportunities and positive performance amongst the team members
- Proficient in initiating & developing relationships with key decision-makers in target organizations for business development
- Taking control and analyze departmental costs on an ongoing basis and to implement corrective actions if required
- Providing Guest Experience and managing Guest Complaints

*Director of Business Development - Bonnington Hotel Jumeirah Lake Towers
15th September 2015 - 26th December 2019*

*Director Sales and Marketing - Movenpick Hotel Deira
October 2012 - September 2015*

*Director of Sales and Marketing - Bonnington Jumeirah Lakes Towers
28th February 2010 - 28th October 2012*

*Director of Sales - Novotel-Ibis World Trade Center Dubai (Accor Group of Hotels)
1st January 2009 - 27th Feb 2010*

*Assistant Director of Sales - Novotel-Ibis World Trade Center Dubai (Accor Group of Hotels)
1st February 2008 - 31st December 2008*

*Senior Sales Manager - Corporate/Travel Trade
Novotel-Ibis World Trade Center Dubai (Accor Group of Hotels)
1st March 2007 - 31st January 2008*

*Sales Manager - Travel Trade
Novotel-Ibis World Trade Center Dubai (Accor Group of Hotels)
1st December 2005 - 28th February 2007*

*Sales Executive - Travel Trade
Novotel-Ibis World Trade Center Dubai (Accor Group of Hotels)
7th March 2004 - 30th November 2005*

*Sales Manager I Reports to: General Manager
Al Sawadi Beach Resort - Sultanate of Oman
4 star property formerly Crowne Plaza under Intercontinental Hotels.
March 1998 - 11th Jan 2004*

*Front Office in Charge
Al Sawadi Beach Resort - Sultanate of Oman
Sept 1997 - Feb 1998*

Duties and Responsibilities:

- Promoting Rooms
 - Supervise all Front Office Staff
 - Handling reservations, allocation and blocking of Rooms
 - Handling Guest complains
 - Handling all required Front Office Reports
-

*Front Office Receptionist
Al Sawadi Beach Resort Rotana - Sultanate of Oman
Nov 1995 - Sep 1996*
